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# EXTENSION SERVICE review

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Still learning—and teaching

# EXTENSION SERVICE review

*The Extension Service Review is for Extension educators — in County, State, and USDA Extension agencies — to help people learn how to use the newest research findings to bring about a more abundant life for themselves and their communities.*

**EARL L. BUTZ**  
Secretary of Agriculture

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## Still Learning. . . and Teaching, Too

Learning goes on all through life. Extension educators are helping many older Americans find interesting, stimulating ways to continue their education and growth.

In one State, a television series for senior citizens is a cooperative project among the station, the State commission on aging, and Extension. Other Extension educators provide special newsletters for the aging, help establish senior citizens' groups, conduct health screening clinics, set up telephone circles and group feeding projects, assist the elderly in getting better housing, etc.

But older citizens have the capacity to give as well as receive. This issue of the *Review* has a story of teacher-student relationships that developed during canning classes in Arapahoe County, Colorado. Food preservation provided the opportunity for senior citizens to demonstrate their teaching abilities to younger homemakers. The learners were enthusiastic about the help they received and the fun they had in the process. "Why doesn't society make better use of senior citizens?" one asked.

Perhaps this heart-warming story will suggest to Extension educators the potential benefits of giving senior citizens the chance to share their lifelong learning experiences with others. Many stories like this can be told, for the Nation's 20 million older citizens have just begun to show what they have to give. All they need is the opportunity. —*Elizabeth Fleming*



# Preserving a Lifetime of Learning

by  
Betty Lou Henry  
*Extension Specialist  
Foods and Nutrition  
Colorado State University*

*A senior studies dried foods.*

For 6 weeks this past summer, the fragrance of old-fashioned corn relish and other freshly canned foods drifted over the town of Aurora, Colorado. One could easily trace the delicious aroma to a high school home economics kitchen. There, five volunteers over 60 years of age were sharing their time-honed food preservation skills with 70 eager young homemakers.

"I want to help others learn the joy and satisfaction that come with canning and preserving food," said one energetic grandmother. Then she bustled away to help an 18-year-old novice pack juicy tomatoes into a jar. This scene was repeated in other towns of Arapahoe County.

What a unique, dignifying approach to working with older people! Rather than doing for seniors, ask them to do for others.

Laura Bowman, Extension agent in Arapahoe County, knows that older homemakers have many skills to share with their young counterparts. She's been working with oldsters for several years now through the "Town of Littleton Cares" (TLC) program for retirees.

Laura also has an ear attuned to the needs of people in her county. When food prices started to spiral she heard the rumbling that signified renewed interest in old skills, such as "putting up" food for the winter. She asked herself, "Who is better equipped to teach these skills than homemakers who have been practicing them for a lifetime? Why not bring young and older homemakers together to get better acquainted and learn from each other?"

Laura recruited five homemakers who have been preserving food for almost half a century. To update their techniques, they attended a State workshop on food preservation sponsored by Colorado State University.

Laura planned a series of six weekly lessons to cover various procedures, such as making frozen jams; use of the steam-pressure and water-bath canners; pickling and drying of herbs, fruits, fruit leathers, and vegetables. Freezing techniques were also included.

When the course was advertised in Aurora, 70 people, including two men, signed up—too many for the workshop-type classes Laura had planned. So, two





*A senior demonstrates food preservation methods.*

series of classes were held, on consecutive evenings. The evening sessions proved helpful to men and women who worked and were unable to attend during the day.

Extension home economists Laura Bowman and Gale Loeffler gave factual information at the first series of lessons. Senior volunteers instructed the young women as they prepared and preserved spicy relishes, fruit jams, green beans, and corn.

Learners loved the experience. At each session they produced a jar or package of preserved food to take home. "I'm going to mail this (jar of tomatoes) to Mother in Kansas," said one young homemaker. "It's the first thing I've ever canned, and she'll be so proud of me." Another young homemaker so enjoyed making frozen strawberry jam at the first lesson that she went home and "put up" 70 more half-pints.

Other learners commented on their experiences. "These older ladies have so much knowledge and make learning such great fun!" "Why doesn't society make better use of senior citizens? These women are great!" Do you think a class on breakmaking could be taught? I'm sure they (senior volunteers) could teach us so much about the art of bread-making."

*Class members at work.*

**Extension Service Review**



Class members still call Laura asking for phone numbers so they can continue the May-December friendships that blossomed over steaming kettles of strawberry jam.

Senior volunteers were equally enthusiastic. After every session they got together to discuss the class. Talk centered around how little the younger women knew about food preservation, but how eager they were to learn.

One senior volunteer, Ocie Benton, wanted to attend her grandson's graduation in Kansas, but hated to miss even one class. So, she helped with the evening class, then boarded a midnight bus headed for Kansas. She arrived in time to watch her grandson march down the aisle to receive his diploma. On the return trip, Ocie planned her arrival in Denver at 4:00 a.m. so she could help with the food preservation class that evening.

The grandmothers' sharing of their lifetime experiences made learning most vivid. For example, Ocie Benton talked about one of her canning failures as a young bride. She suspected that some green beans she had canned were spoiled and unsafe to eat. Rather than waste the beans, she fed them to the chickens and the chickens died. Her story graphically emphasized the importance of correct canning methods and careful handling of questionable canned goods.

Altogether, the food preservation classes provided delightful experiences for both learners and instructors. Extension educators, taking the cue, should give older Americans the opportunity to share their wealth of lifetime learning with others for the growth and betterment of all. □



*Learning a new skill from an experienced homemaker.*



*A discussion about pressure canning.*

# Gearing Up For Gardeners

by

James M. Stephens  
*Assistant State Vegetable  
Crops Specialist  
University of Florida*

When I strolled into a routine county gardening meeting with the usual 100 copies of gardening handouts under my arm, only to be faced with an audience of over 1,000 gardeners, I knew the spirit of the "Victory Garden Era" had returned to Florida.

Indicators, such as the Gallup poll, the cost of living index, seed company reports, and increased contacts with gardeners had already made me suspect business was going to pick up. Now, I knew agents in Florida counties would need all the help they could get in meeting the educational demands of this burgeoning audience.

To determine just how well counties were geared up to working with these new faces (even in rural "everybody-knows-everybody" counties, unfamiliar faces dominated heretofore routine meetings), we surveyed Florida county Extension agents in the spring of 1974. The survey included questions on the sources of food

for home consumption, such as home canning, freezing, and community canning centers.

Agents confirmed our suspicions that home vegetable gardening had increased greatly throughout the State. Estimates ranged from a low of 200 spring gardens in sparsely populated Dixie County to a high of 70,000 gardens in Duval. As expected, the trend showed that the more populated counties had more home gardens. Most of the home gardens are individual family plots rather than group or community projects.

Agents in general were not too enthusiastic about the prospects for community gardening projects. However, in a few retirement-oriented counties with abundant "high-rises" and mobile home villages, this approach to raising part of one's own food supply showed promise.

With the increase in gardening activity has come a greater demand on the Extension worker's already "too little" time.

Most counties, even the sparsely populated ones, averaged from 50 to 100 inquiries per month year around, with an increase seasonally. One county reported 10,000 inquiries per month in the spring, while at the other end one county received only four to five inquiries on vegetable gardening per month.

Agents were asked if county staffs had adequate training and sufficient resources to provide the necessary educational assistance to this particular audience. Responses indicated most counties do have at least one member of their staffs sufficiently trained to handle inquiries and conduct a program on vegetable production in gardens. But they also expressed a strong need from the State level for further additions to their arsenal of resources in the form of gardening publications and training aids for use with large audiences.

The agents expressed a need for publications that were: (a) simply written,



*A Florida gardener checks spacing of pepper plants.*



(b) concise fact sheet style, (c) free to the user, (d) up-to-date, (e) kept in print, (f) covering an assortment of subjects, ranging from individual crop leaflets to insect control, diseases in the home garden, and harvesting tips. Some agents wanted a more detailed booklet on gardening which would include pictures, charts, tables, etc.

Also needed were training aids for conducting group presentations including slide loan sets and films on good gardening practices. Timely gardening information supplied on a regular basis for use with radio, television, and newspaper gardening columns was another useful method noted by the agents surveyed.

Armed with the necessary resources noted here, Florida county agents, like Extension agents everywhere, can help the ever-increasing number of home vegetable gardeners trying to do something about the rising cost of living. □



*Genesee County's pilot program brought smiles to handicapped riders.*

# Handicaps No Hindrance With Horses

by  
Colleen Seeley  
*4-H Youth Editor*  
*Michigan State University*

"Our 4-H leaders . . . felt that 4-H should contribute to the growth and development of all youth, especially those with the greatest need—our disadvantaged and handicapped," says Michigan State 4-H staff member Dave Merry. He's coordinator of the State's new "Handicapped Horseback Riding Program." It was initiated about a year ago in Genesee County.

The 10-week pilot program resulted from an idea developed by the State 4-H Horse Developmental Committee and Ms. Lida McCowan, executive director of Michigan's Cheff Center for teaching horseback riding to the handicapped.

In Michigan alone there are 64,000 crippled children. Thousands of others are handicapped by mental and emotional disorders.

Learning of Ms. McCowan's success at the Cheff Center, 4-H leaders decided that horseback riding might be a way to involve handicapped children in 4-H. Besides, what a wealth of human leadership and resources such a program would have to pull from in Michigan—200,000 horses and 15,500 4-H horse

members!

Seventy-five 4-H horse leaders and members volunteered their time and their horses; the Cheff Center loaned head gear, body harnesses, and other necessary equipment; another local leader donated the use of his riding area. Ms. McCowan acted as technical advisor; a local mobile home dealership constructed and donated a mounting ramp; and the Flint branch of the United Cerebral Palsy and the State 4-H youth programs jointly offered staff support and financial assistance.

Thirty-six children with a variety of handicaps participated in the sessions, all conducted according to accepted concepts of therapeutic riding and with the involvement of the medical profession in determining appropriate exercises. The children were all covered by insurance.

In addition to riding, they learned anatomy, horse grooming, and names of equipment; and they played various games on horseback.

Connie Solem, the certified instructor employed for the program said, "The children were physically stimulated and



showed a marked improvement in mental attitude. They found they could do things that other children do."

In March 1974, a second 10-week program began. Several 4-H clubs and an Optimist club made donations.

Although Dave Merry doesn't like anyone to "sensationalize" the program, some touching things have occurred. One girl became so excited to ride one day that she rushed to her horse relying only on her crutches. It was the first time she had walked alone.

An extremely important part of the program is the love of the child for the horse—for a living animal that learns to respond to the child's wishes and thus provides the child with needed emotional stimulus.

"His spirit soars as he reacts to the new sensation of being on a height above others. He becomes aware that, for the first time, he can be mobile and independent of other people and mechanical aids. The horse is his 'equalizer' and he is performing as a normal person," wrote one of the program helpers.

In addition to the emotional benefits of

the program, horseback riding offers excellent physical therapy—improving balance, posture, and coordination.

"To the handicapped child, horseback riding presents a challenge. The person is faced with competing against himself in endurance, quality and performance, and against others with similar handicaps," says Dave Merry.

Each exercise in a normal riding program has a specific purpose in a handicapped program. Standing in the stirrups is a standard exercise in preparation for jumping; in a handicapped program this exercise is used to strengthen lower extensor muscles.

Half-halts, halts, and backing used in regular riding and provided through games such as "Red Light, Green Light" will help strengthen arms and legs. They will also help to teach hand grasp as well as coordination. Another exercise for coordination is running up the stirrups.

Twisting the trunk, lateral bends, stretching the arms and legs, rotating arms and legs, and other exercises all have their place in a riding program for the handicapped, as long as the exercises are directed by the instructor and ap-

proved for the rider by the physician and therapist. Although many of the exercises are similar to those done in physical therapy departments of hospitals, the horse often provides the youngster the incentive to do them more willingly and effectively.

Since the pilot programs in Genesee County, several other Michigan counties have shown interest in establishing similar programs. 4-H leaders from seven of these counties received scholarships from the State 4-H youth programs and attended the Cheff Center's 4-week instructor training session in July. Six are now certified instructors and one is a certified assistant instructor. Four will start programs in the fall.

And Genesee County? They will soon begin their "long-range" program, consisting of two semesters with 5 days of riding each week. The projected annual cost is approximately \$90,000, but the program committee is confident of securing most of the funds from within the community.

The program may eventually go statewide. Plans are under way to employ a full-time program coordinator and a part-time secretary; to train 30 instructors, 100 assistant instructors, and 200 instructor aides at the Cheff Center; to purchase and provide on a rental basis to counties 10 complete sets of equipment, and to develop various media forms for volunteer training and program promotion.

"We feel that the program not only has a great deal to offer the handicapped, but also our 4-H members," Dave says.

Volunteers are learning to relate to and accept the handicapped, to be able to share the benefits of their "normal" life with the less fortunate, to communicate with and teach others.

One boy, seeing the change taking place in the handicapped children, decided to change his college major from physical education to physical therapy.

"The future of riding programs for the handicapped is limited only by those who are not handicapped," Dave reminds people. "They are the ones who must provide the necessary volunteer and financial assistance." □



*4-H leaders learned various techniques of teaching riding to handicapped children*



# Special Salute to a County Agent



Bill Craven.

by  
Virgil Adams  
News Editor, CES  
University of Georgia

County Agent William H. Craven had been totally involved in planning Burke County's "Salute to Agriculture." When the program got under way May 11, 1974, at the National Guard Armory in Waynesboro, Ga., Bill Craven, appropriately, was the master of ceremonies.

Then James Beall, president of the county Farm Bureau chapter, stepped to the podium and interrupted Craven.

And just like that, Burke County's "Salute to Agriculture" became "Bill Craven Day."

It was one of the best kept secrets—by more than 400 people—in Burke County History.

Craven wrote in his popular column on the front page of the local newspaper the next week, "The planners and executors of the event had done a perfect job of hiding from us the purpose of the gathering . . ."

He continued: "Just over three years ago we came to this vast and rolling empire of Burke. Here we immediately found a friendly and progressive people. Here lay a mammoth agriculture that offered a public servant so many fields of service. You warmly received us in a personal way, and you were so receptive to what meager contributions we offered to your farming and gardening efforts. Your county officials were and are so very cooperative in furnishing us with what was and is needed to transform ideas and ideals into lasting accomplishments."

Among the people extolling the virtues of their county agent was Herman Talmadge, Georgia's senior senator.

Talmadge, chairman of the important Senate Agriculture Committee, showing a little "down home" favoritism, called Craven "the best county agent in the Nation."

He continued, "but Bill Craven is only an outstanding example of the many fine

people in the Cooperative Extension Service who have done so much for American agriculture. These hard-working but too seldom rewarded men and women have been vital in making American agriculture the envy of the world."

Citing the success of American agriculture, Talmadge said, "It is because men like Bill Craven were there to move research results to the field. And because people were willing to try the impossible."

Many other leaders—they represented every area of community life in Burke County—were there to pay tribute to Craven. They included the Rev. Carter Berkeley, pastor of his church; Bob Costantini, president of the merchants association; and Jesse Palmer, Jr., president of the local bank.

Grower Bobby Webster praised Craven for the aid he has given farmers and for his knowledge of progressive agriculture, and Ms. Robert Fulcher, Jr., expressed the gratitude of area garden clubs for his assistance. Roy Chalker, editor of the paper, explained Craven's contribution to agriculture's good public relations.

But they did more than pay verbal tribute. Recognition was tangible; a beautifully worded and handsomely framed resolution, and a check.

A scholarship established in his honor, available to Burke County men and women for graduate study in agriculture, seemed to touch Craven the most.

In his column the next week, he said: "The scholarship you so thoughtfully provided bearing our name will over the coming years and decades give young people the opportunity to pursue advanced learning in this ever-expanding field of scientific agriculture."

That's how Burke County's "Salute to Agriculture" became a salute to a good county agent. □

Each January, American citizens receive their annual New Year's greeting from Uncle Sam—their income tax forms.

The rules and calculations associated with these forms are often a maze to the average American taxpayer. In Mississippi, a new approach to adult education was tested last income-tax time by the Economics Department of the Cooperative Extension Service.

Tax information booths were set up in shopping malls in the more industrialized sections of the State in February 1974. Local county agents made initial contacts and arrangements with the mall managers.

Staffed by at least two State economics specialists, the booths were open for questions on Friday and Saturday from 2 p.m. until the malls closed. One weekend was spent at each of three locations in the State.

People stopping at the booths ranged from high school students working part time to retirees drawing social security. No tax forms were filled out, since the tax information booths were organized to answer "on-the-spot" questions. Publicity for the service was handled by the local county agent through various communications media.

Many people stopping to ask a single question wound up asking three or more. The majority of questions were simple ones, such as: "How much tax do I owe if I earned \$6,800 last year?"; "Are rabies shots for my pet dog deductible?"; "Is tuition for a college freshman deductible for the parents?"; "How can I keep from having to pay more tax than was withheld?"; "Can I depreciate one room used as an office in my home?"

Students working part time usually asked two questions: "How much can I make before I owe any taxes?", and "How do I get a refund on taxes withheld from my pay?"

There were a few "stumpers," of course. One elderly gentleman had a large capital loss and did not expect to live long enough to charge it all off. He wanted to know what he could do to speed up the writeoff. Another person had bought a home in a U.S. territorial possession. The territorial possession changed to a foreign possession, and then the house was sold at a profit: To what government is tax due on the gain? Questions like

# Mall Booths Solve Tax Maze

by  
John Boyette  
*Extension Economist*  
*Mississippi State University*

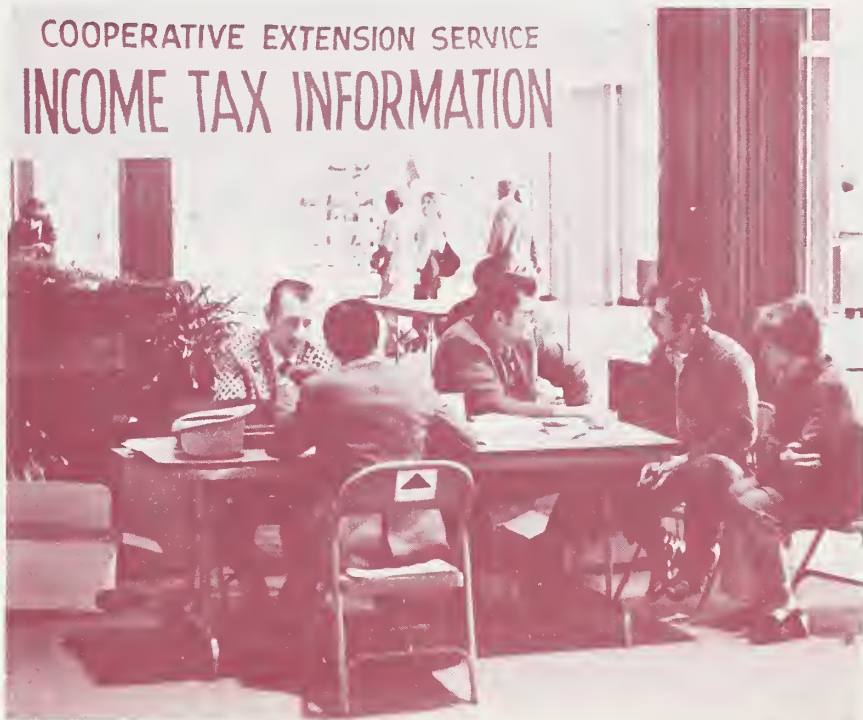
these were referred to Internal Revenue specialists.

A large banner identified the booths as being operated by the Cooperative Extension Service. A number of people expressed surprise and pleasure that Extension was offering a service of this nature.

While manning the booths, we, in turn,

were surprised to learn how many people had no concept of the Extension Service and its various activities in adult education.

Our tax information booths had served as a valuable two-way tool—help for the Mississippi taxpayer and new friends for the Cooperative Extension Service. □



*Setting up shop where the people are, Mississippi Extension economists staffed tax booths such as this in a shopping mall.*





*These salmon eggs turn into wiggling trays of tiny fish.*

# It's Always Too Wet To Plow!

by  
Earl J. Otis  
*Extension Information Specialist  
Washington State University*

It's always too wet to plow as far as County Extension Agent Curtis Nyegaard is concerned.

This old question, posed to agents in every State of the union at one time or another in their careers, just wouldn't fit the assignment Washington State University has given Nyegaard.

Stationed at Port Orchard in Kitsap County, Nyegaard is Washington's only Extension aquaculturist. His many duties include being knowledgeable about fish farming.

"Aquaculture in the United States appears to be at the same stage that farming of the lands was 100 years ago," says Nyegaard. "Aquaculture is on the verge of many technological advancements."

Catfish farming in the South has grown in 30 years to the point where the crop can be insured just as soil grown crops.

In the Northwest, naturally, salmon is spotlighted in aquaculture discussions. But since 1971, legislation has begun to favor salmon farming. Until then it was illegal for an individual to have live salmon in his possession.

In Washington Extension Bulletin 647, recently written by Nyegaard, he calls salmon farming "A new, challenging method of food production."

Still in the experimental and developing science stage, salmon farming, as Nyegaard sees it, has tremendous potential for food production. Tonnages of 150 and upwards to 250 tons of fish per surface acre of salt water is possible, he says, with the coho salmon capable of turning a pound and one-half of feed into a pound of meat.

There is no doubt in the mind of Nyegaard. The United States could become a world leader in the mariculture field and Puget Sound could be in the forefront if a few limitations could be overcome. Unfortunately, these limitations are major rather than minor.

Puget Sound residents just aren't oriented to the farming of their bays and



estuaries right now, as are the peoples of some lands. And costs of getting into the business are high.

Nyegaard has no illusions that fish farmers are going to spring up on every inlet and bay, but companies already in business are proving that a pen-raised salmon is marketable. Already some of the finer Puget Sound restaurants are finding that pan-sized salmon are favored menu items.

The major producer of pen-raised salmon at the present time is a company at Manchester in Kitsap County under the leadership of Jon Lindbergh, a noted undersea technologist. (He's a son of Charles A. Lindbergh, the famed aviator.)

From this operation are coming marketable-sized salmon 12 to 14 months after hatching.

Unlike the farmer of the land whose work can be seen by every passing motorist, the mariculturist is working "out there someplace." Fences and gates with locks often discourage visits. The business is specialized and carefully controlled. Although the harvested crop has a waiting market, much of the work still resembles scientific research more than commercial farming.

But attention is growing. A symposium attended by Nyegaard and others, including the Marine Fisheries Service and the Washington Department of Fisheries, was noted and their effort was praised in the U.S. Senate Committee on Commerce.

One way of getting your teeth into a project is to eat the finished product, and when the subject is pan-sized, pen-raised salmon, the task becomes downright enjoyable.

Nyegaard has great hopes for his unique Washington State University assignment as an Extension aquaculturist and the least of his worries is whether or not it's too wet to plow. □



*Extension Agent Curtis Nyegaard, right, studies a home-grown shrimp with Marine Biologist Earl Prentice. Fish farmers hope to be able to raise shrimp as well as salmon.*



*From these pens in Washington's Puget Sound are coming pan-sized salmon to delight the gourmet's palate.*



*The school bus owned by the members of the Newbury Center 4-H Club serves as a base of operations for selling popcorn and spun sugar.*



*Marilyn Fuller encourages 4-H Club member Troy Richardson as he completes a spun maple sugar cone.*

Talk about car pools! This small river town boasts one of the greatest—66 owner-passengers for one vehicle. It not only provides them transportation into Vermont, New Hampshire, and Massachusetts, but also serves as sales headquarters when the group sets up business.

The vehicle is a used yellow school bus; its owners are 66 girls and boys, members of the Busy Bees 4-H Club of Newbury Center, Vermont.

These 4-H members bought their bus 4 years ago. Last month they made final payment on it. The money came from spun maple cotton candy and popcorn that the 4-H'ers sold at auctions and other functions.

They are well known at the Flea Market in North Haverhill, N.H.; the Cracker Barrel Bazaar, Newbury, Vt.; and the Bradford Fair, Bradford, Vt. The group has cleared as much as \$100 from one day's sales at some of these events.

Purchases at local auctions have pointed the club members in new directions and set new records in their club bank account. Both the popcorn maker and the spun cotton candy machine were bought for \$100 at an auction. Used, but in good condition, the equipment came without operating instructions. The club's leader, Marilyn Fuller, wrote to the manufacturers for directions and soon the club was turning popcorn and maple sugar into dollars.

Last week Ms. Fuller attended an auction at Bradford where she bid for and bought 34 band uniforms, once worn by the well-known Bradford Academy Band. The Busy Bees clothing project members will fit the uniforms to the musicians of the club.



# Busy Bees Buzz by Bus

by  
John W. Spaven  
*Extension Editor*  
*University of Vermont*

Already 20 of the 66 4-H members can play an instrument and by next spring the Busy Bees Band will be highstepping to marching music.

The Busy Bees 4-H Club was organized 26 years ago and for the past 25 years Marilyn Fuller has been a leader. She attributes the club's success to a combination of fine young people, cooperative parents, and outstanding project leaders.

The group has a variety of interests and members are now studying such diverse topics as flower arranging, clothing, dairy, foods and nutrition, cheerleading, arts and crafts, consumer education, outdoor life, and horsemanship.

They are, indeed, "Busy Bees." □



*Keith Fuller, Newbury Center, fills a container with special Busy Bees popcorn.*





*Agent Kraisinger, right, talks to Pratt County caravan at a tour stop.*

# Pied Piper of Pratt County A Success

by  
Ralf O. Graham  
*Extension Editor*  
*Kansas State University*

A "gift of gab" is a necessary attribute for any successful county Extension agent. But even a hardy veteran might shy away from a non-stop talkathon lasting for two and a half hours.

Not so with Steve Kraisinger, the gregarious county agricultural agent who has been dispensing Extension information, advice, and philosophy to citizens of Pratt County, Kansas, for the past 24 years.

With the help of Pratt radio station KWNS, he turned his summer irrigation tour into a twilight Rolling Broadcast Tour.

At 5 p.m. sharp, on August 28, the Pratt County agent "signed on" from his seat in the KWNS mobile unit parked in front of the courthouse. This was the signal to start on a cross-county jaunt that would cover 69 miles. One by one, 85 cars fell in line—all with their radios tuned to KWNS and the free-and-easy comments of tour guide Kraisinger.

As the modern-day wagon train cruised down the county roads, at a top speed of 35 mph, Kraisinger and his guest commentators gave pertinent information about 39 different driveby points of interest. Across the county other listeners who tuned into KWNS got the same on-the-spot reports.

Five times the caravan halted while everyone sat and listened to the county agent interviewing the host farmer about the whys and hows of an outstanding crop production technique, management practice, or equipment use. Eight minutes later they were all back on the trail.

At a midway point there was a dismount stop. Darrel Clark proudly explained to the visitors his company's new solid set irrigation system that uses a keyboard punch system to water any part of the field in any amount at any time. At 7:20 p.m.—a little ahead of schedule—

the mobile unit swung into the Pratt County Fairgrounds. Kraisinger "signed off," hopped out of the truck and quickly circulated among the 225 people who had followed him "Pied Piper" style in the caravan. Most acknowledged his personal greetings between bites of barbecued chicken, corn on the cob, sliced tomatoes, and other picnic foods.

When the crowd dwindled, Kraisinger relaxed. Another Extension activity was complete. To the casual observer it appeared to be a rather effortless event.

"Don't you believe it!" Kraisinger said emphatically. "The only successful Extension events are those that have been carefully planned—right down to the last detail!"

Kraisinger started with the firm belief that a tour is a valuable "show and tell" technique that encourages farmers to try innovative methods. He reviewed the steps he took in setting up the rolling tour:

- In the early spring he checked with his Extension Council Board, then met with the directors of the Irrigation Association to decide the general route for the tour.

- Then he arranged with Bill Young at radio station KWNS to provide the mobile unit, an engineer, driver, and "on the air" broadcast time.

- He asked the county sheriff's office to provide traffic guides at highway crossings to halt cross traffic for the caravan.

- Two members of the irrigation association, George Shrack and Don Fincham, agreed to prepare and help the Extension office personnel serve barbecued chicken at the end of the tour.

- Mid-Kansas Irrigation provided a soft drink for the mid-tour stop.

- To provide additional backup information and "color" for the broadcast, the

county agent asked other Kansas State University personnel to ride along and ad-lib comments at appropriate times.

- As the growing season progressed, Kraisinger asked farmers with outstanding fields along the route to supply detailed production information—crop, variety, date of planting, seedbed preparation, fertilizer, amount of water applied, production cost per acre.

- He made a dry run of the route for precise timing and to check field conditions just before the tour.

- As the tour day approached, Kraisinger contacted five producers who were willing to be interviewed during the tour. However, there wasn't any rehearsal so that the on-the-air presentation would be spontaneous.

- On the day before the tour, a handout publication listing all the information collected from farmers about the passby fields was cranked out on the office mimeograph machine. A copy of this was given to each person taking the tour.

Feedback indicated that this rolling tour was a success.

For days afterwards, citizens told Kraisinger they enjoyed being on the tour, or listening to his comments on the radio. Farmers came in to check on specific details.

"As for me," Kraisinger admits, "this tour was a ball. Where else would I have an opportunity to talk to thousands of people in a 50-mile radius about some outstanding producers and practices in Pratt County, the trends and future for agriculture and irrigation, a bit of local history, and some successful Extension programs. Also, there were plenty of chances to slip in a bit of humor, advice, and cracker barrel philosophizing."

Will he plan another Live Broadcast Tour next year? "You bet!" Kraisinger says. □



*New York's Assistant Director David W. Dik explains planning method for inventing Extension's future to workshop participants.*

# Inventing Extension's Future

by  
James E. Lawrence  
Associate Professor  
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If the future belongs to those who plan for it, New York State Extension workers are entitled to a large share of the good things that lie ahead. Their claim is based on a new method of long-range planning.

It's called "Inventing the Future," or "IF." Introduced into the staff development system by Assistant Director David W. Dik, IF tackles long-range planning from a creative thinking perspective.

As Dik explains IF, "It's simply a sequence of explorations that assist you in thinking about the future; discovering what it means to be human; and learning how to analyze, formulate, and implement social and public policy.

"IF requires you to break away from the common habit of thinking that the future should always be viewed from the present. It does acknowledge the existence and importance of the past, but what has happened before should not obstruct what you might be able to accomplish in the future."

Dik points out that IF, which he believes is a way for Extension to bring more realism to planning problems, should not be confused with so-called inner dialogue techniques, such as consciousness-raising, encounter therapy, and the like.

"Rather," he says, "IF is an introspection of what you want for your future and what you intend for the future of Cooperative Extension."

The concept was put to the test several months ago when some 30 agents, specialists, and administrators participated in a 4-day session at Cornell, launching Extension's first formal contact with IF. In addition to Dik, Jack Harrison and Patricia Coolican of the Center for a Human Future in Syracuse, N.Y., conducted that pioneering workshop. Harrison has a background in education and theology, and Coolican is a former Extension home economist and TV specialist.

The entire staff heard about the method at its recent statewide Extension conference. On hand to explain its workings and involve personnel in its techniques was Warren L. Ziegler, professor of adult education at Syracuse University and the originator of a pedagogy for inventing the future.

Spinoffs from these sessions are providing renewed impetus to Extension



long-range planning at the county level as agents acquaint local leaders, public officials, and professional colleagues in other agencies with IF. At the training conference of State Extension home economics leaders in Omaha recently, Dik, Harrison, and Neil Raudabaugh, USDA director of program development technology and review, introduced the new planning method on a national basis.

What exactly does IF involve?

The procedure follows a sequence of steps that builds from a base of applied imagination, stretches across a series of creative exercises, and concludes with a plan for strategic action. Identifying personal and institutional goals is a principal part of the process, but stating them clearly and concisely may be "frustrating," according to participants.

As one testified, "I went through stages of frustration and despair, forced to grapple personally and professionally with true goal setting in a way I never thought possible. Frankly, it's an exhilarating experience!"

Some challenges to participants:

- Raise what you believe are the three key questions that must be asked about the future of Cooperative Extension in New York State.

- Write a detailed diary entry for a specific day in 1985, telling what Extension is like, your part in the organization, and something about your lifestyle.

- Describe the consequences of your goal as an occurred event, noting the positive and negative effects on yourself, fellow workers, Extension as an institution, and society in general.

These and other IF exercises force the individual and the group to bring the goal statement down to workable size. They probe their own imagination and intentions while touching base with today's conditions.

"You've got to spring away from the present to imagine what an ideal future might be like. Then, ever so slowly, lower yourself back to reality," says Van C. Travis, an agricultural agent in Delaware County, who went through the Cornell session.

From this activity, expectations and realities blend into a logical strategy for achieving a long-range plan, a down-to-earth approach often lacking in conventional planning.

Possible developments invented for 1985 at the Cornell workshop were:

- Extension learning centers in counties across the State will provide people with resources from public and private institutions.

- Extension will be considered the primary local source of factual, unbiased information on public issues.

- Extension programs will provide a total family approach to the area of home economics.

- Extension will provide all people equal access to program information and materials.

- The public will understand precisely what the words "Cooperative Extension" mean.

The key to the process is giving enough time, concentration, and commitment during the planning session to constantly define and redefine, shape and reshape objectives.

"Goal clarification" is the theme of most exercises. Only the creative abilities of participants are a limitation. IF often

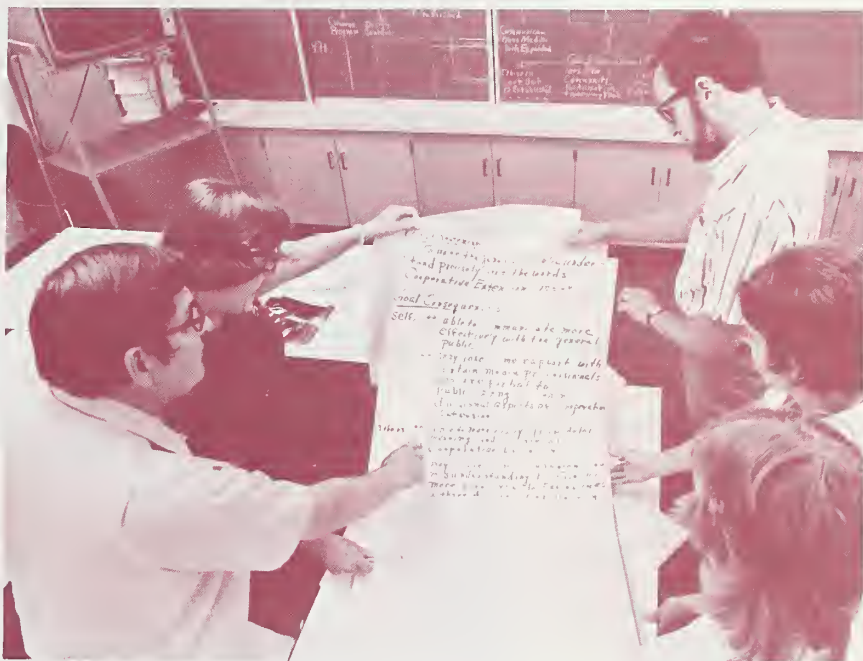
succeeds in proportion to how "far out" they are willing to go in their flights of imagination.

IF helps planners break "habit thinking," the straight-line projection of past events which assumes that what took place yesterday is certain to occur tomorrow and probably for a long time thereafter.

"We must stop asking what the future will be like and start exploring alternatives that zero in on what we want the future to be. This way we are forced to make our own decisions and take the responsibility for them," Dik says.

Perhaps the most exciting part of the IF experience is to witness the linking and dovetailing of seemingly isolated, unrelated goal statements into a cohesive matrix that points to the future of Cooperative Extension.

Extension does indeed have a future. Inventing that future is a technique that promises a firm commitment on the part of its staff. □



*Debating the merits of a goal statement, Extension planners analyze positive and negative consequences.*



## people and programs in review

### Arkansas Extension Moves Into Prime Time TV

KATV, Channel 7, Little Rock, Arkansas, has offered Dave Ryker and his Information Staff an opportunity on prime time news from 6 to 7 p.m. with John Philpot doing a news-type spot during the telecast. John will be identified with the Extension Service and will do a once-a-week spot on what's news in Extension.

### Missouri TV Film Spot Series

The University of Missouri has been awarded a certificate of merit from the American College Public Relations Association for its public service film series titled "Money Don't Come Easy." The fifteen 30- and 60-second spots were financed as an ES-USDA special needs project. Aimed at low-income families to provide them with food buying and nutrition tips, the TV spots have been used by Missouri or nearby TV stations, and at least 15 other States.

### ES Inaugurates Computerized Outlook Information

In a cooperative effort with the Statistical Reporting Service (SRS), and the Economic Research Service (ERS), Extension has taken the first steps in computerizing Outlook information, including SRS "Crop Production Reports" and ERS "Agricultural Supply and Demand Estimates." For information on participating in the ES Outlook computerized network, contact Richard Ford, ES, (202) 447-5334. The National Agricultural Outlook Conference, held annually in Washington, D.C., is scheduled this year for December 9-12.

### New ECOP Publication Defines CES

Written to give the decision-makers of today and tomorrow a glimpse of what the Cooperative Extension Service is and what its potential can be, *CES, A Nationwide Knowledge System for Today's Problems* is the new report published by the Extension Committee on Organization and Policy (ECOP). Price—40¢ per copy. Order from the Bulletin Room, Colorado State University, Ft. Collins, Colorado 80523.

### Holiday Meals Are Fun— Make Them Safe

Reproducible, camera-ready copies of six food safety leaflets on this theme are just off the press. They are: Christmas Dinner, Fourth of July Picnic, New Year's Eve Buffet, Easter Dinner, Thanksgiving Dinner, and Memorial Day Backyard Barbecue. The leaflets are part of ES-USDA's continuing effort to help people keep safe the food they eat.

### New Housing and Community Development Act

When the Housing and Community Development Act of 1974 was signed into law by President Ford, the resulting legislation gave greater decision-making opportunities at the local level. Funds now will be made available through grants computed on a three-part formula based on population, overcrowding, and extent of poverty. Under Title I, Community Development, the act authorizes 80 percent distribution to metropolitan areas and 20 percent to non-metropolitan areas.

### 4-H'ers Meet with President Ford

Geraldine Sumter, a 4-H Reporter-to-the-Nation, met recently with President Ford and 20 representatives of other American youth groups at the White House. The President called these youth leaders together to learn what they thought the Government should be doing for young people. Other recent Presidential visitors included 85 4-H members from Michigan and Colorado, who were in Washington for the Citizenship Short Course.